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CLASS 1: STRUCTURE, LETTER LAYOUT, CONTENT AND STYLE

1. Defining business correspondence
2. What is the most important thing about business correspondence?

1. Chúng tôi sẽ vui mừng nếu các ngài gửi cho chúng tôi mẫu áo len phụ nữ.
2. Chúng tôi sẽ biết ơn nếu các ngài gửi cho chúng tôi chào hàng những mặt hàng này.

- *We would be obliged if you will kindly let us have your offer of the goods in question.*

Quotation (báo giá) >< offer (chào hàng)

3. Nhờ đoàn đại biểu thương mại Nhật Bản ở Hà Nội mà chúng tôi được biết địa chỉ của các ngài.

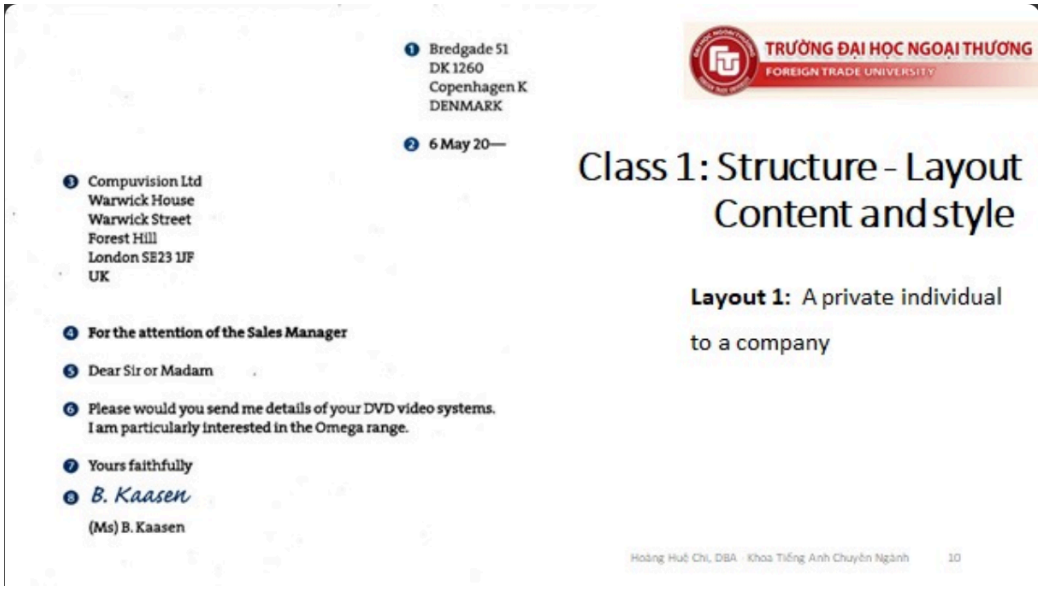
- *We are indebted for your address to the Trade Delegation of Japan in Hanoi.*

4. Chúng tôi mong các ngài trả lời sớm.

- *We are looking forward to your prompt reply.*

5. Chúng tôi muốn mua chè có xuất xứ Việt Nam, giao hàng ngay.

- ***We are interested in*** *the purchase of tea of Vietnam origin for immediate shipment/delivery.*



❶ Bredgade 51
DK 1260
Copenhagen K
DENMARK

❷ 6 May 20—

❸ Compuvision Ltd
Warwick House
Warwick Street
Forest Hill
London SE23 1JF
UK

❹ **For the attention of the Sales Manager**

❺ Dear Sir or Madam

❻ Please would you send me details of your DVD video systems. I am particularly interested in the Omega range.

❼ Yours faithfully

❽ *B. Kaasen*

(Ms) B. Kaasen

TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG
FOREIGN TRADE UNIVERSITY

Class 1: Structure - Layout Content and style

Layout 1: A private individual to a company

❶ Compuvision Ltd

Warwick House
Warwick Street
Forest Hill
London
SE23 1JF

Telephone +44 (0)20 8566 1861
Facsimile +44 (0)20 8566 1385
Email staff@comvis.co.uk
www.comvis.co.uk

Your ref. 6 May 20—
❷ Your ref. DS/MR
Date 11 May 20—

Ms B. Kaasen
Bredgade 51
DK 1260
Copenhagen K
DENMARK

Dear Ms Kaasen,

Thank you for your enquiry.

I enclose our catalogue and price-list for DVD video equipment. You will find full details of the Omega range on pages 31–35.

Please contact us if you have any further questions or would like to place an order.

We look forward to hearing from you.

Yours sincerely,

Mary Raynor

❸ p.p. Donald Sampson
❹ Sales Manager

❺ Enc.

Chairman John Franks o.b.e.
Directors S.B. Allen M.A.(Cantab), N. Ignot, R. Lichens e.a.

TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG
FOREIGN TRADE UNIVERSITY

Class 1: Structure - Layout Content and style

Layout 2: A company's reply to the letter from its prospective customer

Compuvision Ltd

Warwick House
Warwick Street
Forest Hill
London
SE23 5JF

Telephone +44 (0)20 8566 1861
Facsimile +44 (0)20 8566 1385
Email staff@comvis.co.uk
www.comvis.co.uk

Your ref.
Your ref. DS/MR
Date 21 September 20—

Ms B. Kaasen
Bredgade 51
DK 1260
Copenhagen K
DENMARK

1 Private and confidential

Dear Ms Kaasen

2 Non-payment of invoice 322/17

It appears from our records that, despite several reminders, the above invoice remains unpaid. Unless the account is cleared within 14 days from the date of this letter, we shall take legal action.

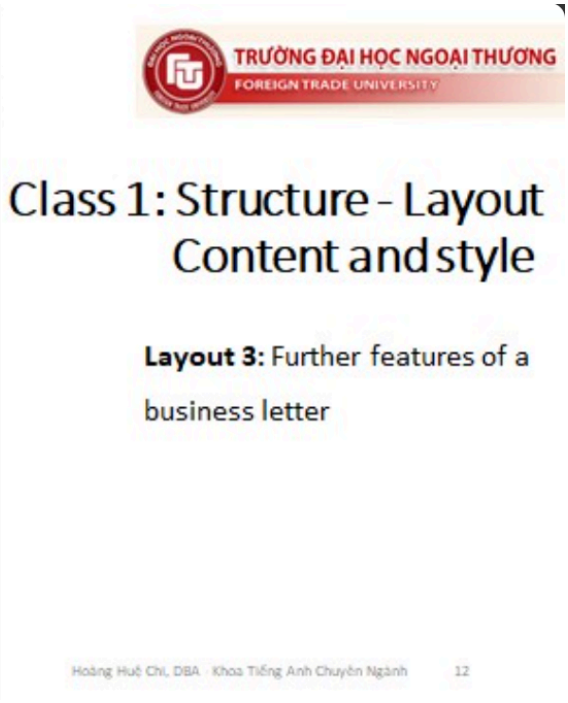
Yours sincerely

Donald Sampson

Donald Sampson
Sales Manager

3 c.c. Messrs Poole & Jackson Ltd, Solicitors

Chairman John Franks O.B.E.
Directors S.B. Allen M.Sc. N. Ignot B. Lichens B.A.


TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG
FOREIGN TRADE UNIVERSITY
Class 1: Structure - Layout Content and style
Layout 3: Further features of a business letter
Hoàng Huệ Chi, DBA · Khoa Tiếng Anh Chuyên Ngành 12

BODY STRUCTURE

1. **Introduction (Opening): Background and Basics**

- Why are you writing?
- Refer to previous letter, contact or document

2. **Details (Central section): Facts and Figures**

- Deliver instructions
- Demand information
- Give all relevant details
- One theme/One paragraph (OTPP: One theme per paragraph)
- Organize in a logical flow

3. **Response and/or Action (or Conclusion)**

- What is the recipient expected to do?
- What action will you take? Any conclusion?

4. **Close: One simple and relevant closing sentence**

OPENING OR INSTRUCTION

- 1st paragraph
- **Content**
    - Acknowledge previous correspondence
    - Refer to meeting or contact
    - Provide an introduction to the matter being discussed

- Examples
    - Thank you for your letter of ___.
    - It was good to meet you again at last week's conference.
    - Further to your letter of ___ I am sorry for the delay in attending to this matter.

CENTRAL SECTION (DETAILS)

- Paragraph (after 1st one and before the conclusion)

  Separate paragraphs for each individual sections
- **Content**
    - All information the recipient needs to know
    - And/Or requesting information

  N.B: Details are stated simply and clearly

  KISS = Keep It Short and Simple
- This central section should flow logically to a natural conclusion

CONCLUSION (ACTION OR RESPONSE)

- Paragraph(s) (after central section and before close)
- Content
    - The action expected from the recipient
    - The action you will take resulting from the details provided
- Examples
    - Please let me have full details of the costs involved together with some sample menus.
    - If payment is not received within seven days, this method will be placed in the hand of our solicitor.

CLOSE

- One-line closing sentence (usu.)
- Content
    - Conclude a message
    - Be relevant to the content of the message

LANGUAGE + TONE

- **A – Accurate; B – Brief; C – Clear**
    - Accurate
        - Check facts carefully
        - Include all relevant details

        - Proofread thoroughly
    - Brief
        - Keep sentences short
        - Use simple expressions
        - Use non-technical language
    - Clear
        - Use plain, simple English
        - Write in an essay, natural style
        - Avoid formality or familiarity
- **Be courteous and considerate**
    - Courtesy **IS NOT**
        - Old-fashioned expressions, e.g. your kind enquiry, your valued custome
        - Killing all hope of future business if a request refused
        - Killing friendship if a refusal is made
    - Courtesy **IS** showing considerate for your correspondent
        - Reply promptly. If not, briefly explain why
        - Understand and respect the recipient's POV
        - Don't pick up on it if your correspondent is wrong
        - Something unfair? Be tactful and cause no offence
        - Received offensive letters? Answer courteusly w/o lowering your dignity
- **Use appropriate tone**
    - In all cases, including complaints, the tone must be appropriate
    - Being **appropriate <u>IS NOT</u>**

Rude	offensive	aggressive
Tactless	curt	sarcastic

Inappropriate

- Examples
  - We can not do anything about your problem. => Unfortunately we are unable to help you on this occasion.
  - I was terribly disappointed with your service. => I was most unhappy with your service.

- **Come straight to the point**

  E.g. In the course of the next few weeks… => During the next few weeks…

  Would you be so kind as to let me know… => Please let me know…
- **Use modern terminology**

  E.g. Enclosed herewith you will find… => I enclose…
- **Use simple words**

  E.g. With reference to…, in reference to… => about…
- **Include essential details**

  E.g. Consignment: ID no. …, departure port, arrival port, carrier information – means, ID no. …, related time and date
- **Be consistent**, both between messages and within a message – format, style, and content

  E.g. I confirm my reservation of a single room on **7/7** and a double room on **9 July**. => I confirm my reservation of single room on **7 July** and a double room on **9 July**.

CLASS 2 – 3: ENQUIRIES

What's required?

Adequate information, e.g. type of products, purpose of use = quote right

What quantity? (N.B: eligible for discount?)

When to be delivered?

- **An enquiry** is a business letter written by a potential buyer asking for information about goods or services
- **Information categories** are: catalogues, price lists, details, samples, patterns, demonstrations, terms, methods of payment, and discounts, goods on approval, or sales or return, and estimate or tender.
- **N.B:** An enquiry is a type among request letters
- **Priorites**

1. Details of your company and request for information from possible supplier
2. Be specific about what you want and state it exactly, e.g. if any, identification numbers, e.g. those of catalogues and boxes
3. If necessary, ask for a sample
4. Suggest terms and discounts, keeping in mind possible counter-offer
5. Close using an expression indicating the possibility of substantial orders or potential business.

CLASS 4 – 5: REPLIES TO ENQUIRIES

Enquiries = potential business => Must be acknowledged promptly

An enquiry = An interest in your company + A potential customer

A reply = Further the interest + Inspring action(s)

Priorities

1. Thank the enquirer
2. Acknowledging the interest
3. Substance (relevant): Information – What requested + What helpful
4. Offering further assistance (ONLY if you do expect additional enquiries)

N.B: If not right away, explain and/or promise it

1. Confirm if you can help. N.B: Sometimes you have to say No
2. If you can help

   Confirm that you can help

   Selling your product

   Suggesting alternatives

   Sending catalogues, price lists, prospectuses, and samples

   Arranging demonstrations and visits

   Or **reffering the customer(s) to another company**

Please remember to

1. In salutations, use the customer's name NOT Dear Sir/Madam
2. Early in the reply, tell the customer if you can help or not
3. Provide the customer with information, you think, is relevant
4. Thank your customer for their inquiry and express expectation for further enquiries
5. Don't promise anything that you cannot keep

A reply to an enquiry can involve giving a quotation.

CLASS 6 – 7: OFFERS AND QUOTATIONS

1. **What is a quotation?**

   It is a promise to supply goods or services on the terms stated.

   Buyer: NO obligation to buy Seller: NO obligation to sell

   It is **NOT legally binding**

2. **What is an offer?**

   It is a piece of corrrespondence that tells your customer if you can provide the goods or services asked about

Quotation - Priorities

i. thanks for the enquiry
ii. details of prices, discounts and terms of payment
   e.g. what the prices cover:
      packaging, carriage, insurance
iii. possible delivery date
iv. period of validity
v. hope for acceptance

Offer - Priorities

i. Name of goods
ii. Quality and specification
iii. Quantity
iv. Price
v. Packing and marking
vi. Delivery time, shipment
vii. Terms of payment
viii. Technical documents
ix. Warranty (guarantee)
x. Others

Quotations

N.B: You can quote terms in two ways:

Fixed terms

or

Negotiable terms

Quotations – Types

1. Routine quotations
2. Tabulated quotations
3. Estimates or Specifications
4. Tender

N.B: Very often a quotation is made subject to certain conditions of acceptance depend on the circumstances and type of business, or limit of supply capacity

Quotations –

Conditions of acceptance

Conditions of acceptance

i. This offer is made subject to the goods being available when the order is received.
ii. This offer is subject to acceptance within 7 days.
iii. The prices quoted will apply only to orders received on or before 31 March.
iv. Goods ordered from our 19- catalogue can be supplied only while stocks last.
v. For acceptance within 14 days.

Quotations –Routine quotation

Enquiry	Quotation
What's required? **Adequtate information**, e,g. type of products, purpose of use = quote right **What quantity?** (N.B: eligible for discount?) **When to be delivered?**	1. to be sent promptly 2. equally businesslike 3. all the points asked are answers

Tabulated quotations

Information is presented in tables or special forms. These quotation should be sent with a covering letter.

Covering letter	1. thanks for the enquiry 2. favourable comments about the goods themselves 3. Draws attention to other products (likely to interest the buyer) 4. Hope of receiving an order
Tabultated quotations	1. Clear and readily understood 2. Complete with essential information e.g. a. a serial number for future reference b. indentification or serial numbers (e.g. in catalogue) of items, certain shapes and sizes c. price and terms d. conditions of acceptance e. discount(s)

Quotations – Estimates or Specifications

An offer to do certain work for a stated price, usu. on the basis of a specification.

Enquiry	Covering letter
The enquiry encloses a specification = a detailed description of the work to be done and materials to be used. → the basis for contractor's estimates	1. a reference of satisfactory work done else where → customer's confidence 2. a promised completion date 3. a market prices and wages adjustment clause 4. hope that the estimate will be accepted
	Quotation (Estimates)
	Detailed estimates based on specifications

N.B: You as a provider can aslo send quotations with specifications of products and/or services.

Offers

1. Firm offer (Letter)

Promises to sell the goods at a stated price, usu. within a stated period of time.

It is not legally binding. However, once accepted, it cannot be withdrawn, meaning it is not binding until accepted.

2. Free offer - An offer without engagement (Letter)

Buyer's acceptance → Seller's receipt of such acceptance → Seller's sales confirmation what indicated in the offer, including what goods, price, terms and conditions = Binding upon confirmation

Translation (p95-96)

1. We would like to enclose our fairly comprehensive set of our latest and best selling products.
2. We really hope that the execution of this first order will totally satisfy you and lead to our good business relationship.
3. We always give special offer for substantial and regular orders.
4. We are pleased to receive your enquiry of June 29 2023 for sugar and would like to make our firm offer for 100 tons, 280000 GBP per ton CIF Sai Gon Port, valid for 15 days.
5. We are pleased to receive your enquiry of May 18 and are happy to inform you that we are in a position to offer you the goods in question for the time being.

6. We always deliver our goods carefully and timely, we hope that you will find it satisfying.
7. We would like to enclose a firm offer emphasizing the following points.
8. We would like to enclose a quotation No. 19 CT and are willing to answer any further questions.
9. We are pleased to offer you the goods listed in the firm offer No. 01BH/TD and hope that the goods will catch your attention.
10. This offer is valid for 20 days depending on the seller's confirmation.
11. Enclosed is offer No. JH 324 for our summer clothing advertised on the website "madeinvietnam.com.vn".
12. We would like to emphasize that we offer a quantity discount of 5% for orders of 150000 items or above.
13. These products have been warmly welcomed in many different markets. Therefore, we believe that you shall consider our offer and make an official order soon.
14. Please find enclosed our firm offer No. IK 321 for children's jackets (Code 948.NQ) from our winter catalogue, with key details below.
15. This offer is valid for 5 days and will be automatically canceled thereafter.
16. We believe that our goods have attractive deisgn, reasonable price, and will be sold very fast and loved by English consumers.
17. We guarantee that the specifications, quality, measurements, colors, and designs fully comply with the sample that has been sent to you by air.
18. Prices are quoted on a CIF London basis. We are pleased to offer you a 5% discount on the net price for orders exceeding £20,000 and an additional 5% discount for early payment.
19. Our company also offers custom-made garments based on specific designs, measurements, and materials of your choice. We can also ensure fast delivery according to your requirements.
20. As the goods are readily available, we can deliver within two weeks from the date of receiving your official order, provided the order quantity does not exceed 1,500 sets. For larger quantities, the delivery time may be longer.

CLASS 8 – 9: ORDERS

PLACING AN ORDER

Printed order forms

- Pre-numbered => reference is easy
- Printed headings = No information will be omitted

On the back of this form

General conditions under which orders are placed

N.B: The suppiler is not legally bound by them if they are not referred to on the front

Letter orders

- Accuracy and clarity must be ensured
- Accurate and full description of goods required
- Catalogue numbers
- Quantities
- Prices
- Delivery requirements
- Terms of payment agreed in preliminary negotiations

Legal positions of the parties

Order or Offer to buy? – It depends on laws. Usu. It is only an offer to buy (not legally binding) until accepted by the supplier (both parties are legally bound). Once binding:

- **The buyer's obligations**
    - Accept the goods supplied as long as they comply with the terms of the order
    - Honor payment obligations
    - Check the goods as soon as possible (prompt notice)
- **The seller's obligations**
    - Deliver the goods exactly as ordered at the agreed time
    - Guarantee the goods to be free from faults of which the buyer could not be aware at the time of purchase

Routine orders

Short and formal

MUST include

i. Essential details describing the goods
ii. Delivery
iii. Terms of payment
iv. Items (if so) are listed separately –> ease of reference

What involves?

Buyer:

1. Covering letter with an order form
2. Or use letter orders, including tabulated order

N.B: If ordered via phone, it possibly still involves writing a confirmation of order.

Seller:

1. Acknowledging an order, Advice of dispatch, or Delays in delivery (Classes 10-11)
2. OR Refusing an order (Classes 10-11)
3. OR Counter-offers (Classes 10-11)

CLASS 10 – 11: REPLIES TO ORDER

ACKNOWLEDGE AN ORDER

Acknowledging an order

As soon as you as a supplier received an order, it should be acknowledged.

To start with: Show your pleasure of receiving the order

Central section:

Repeat terms and conditions: What goods? Specifications? Quantity? Price? Packaging? Packing? Delivery? Payment? Date of confirmation?, e.g.

Favorable comments (if any) on goods ordered?

Express assurance of prompt and careful attention or draw attention to other products of possible interest

To end with: Indicate your hope for future orders

DOCUMENTS DEALING WITH DISPATCH AND DELIVERY OF GOODS

Documents dealing with despatch and delivery of goods

These include packing notes, advice of despatch notes, consignment notes and delivery notes. They are like copies of the invoice and are often prepared in sets at the same time as the invoice. *The advice note will not have pricing information*.

When the supplier has the order ready and arranged shipment, the customer is informed by **an advice note**.

To collect the consignment, the customer may need to present original documents, e.g. invoice, bill of lading, insurance certificate.

Documents dealing with despatch and delivery of goods

Advice note or despatch note informs the buyer that the goods are on the way and enables a check to be made when they arrive.
N.B: Suppliers with their own transport, use either a packing note or delivery note rather than the advice note.

The following you study by yourself if you are interested.

Consignment note: If by rail, the supplier is required to complete a consignment note as the contract with the railway: Quantity? Weight? Type? Destination? Carriage paid or carriage forward?.

Usu. printed forms by the carrier, but sometimes a trader uses their own. Completed consignment note → Carrier as goods are collected to travel → Once delivered, signed as proof of delivery

Documents dealing with despatch and delivery of goods

Delivery note: Signed as evidence of delivery. If two copies, 1 for buyer, 1 for carrier. Or the buyer sign a Delivery Book or a Delivery Sheet. If goods are not inspected, signed with comments as "Not examined" or "Goods unexamined".

Invoice: Invoice practice varies. Regarding related correspondence, it might be necessary to write a covering letter, short and formal, to accompany an invoice.

Debit note

Credit note

Statement of account

Payment

Receipt

- Delivery note: biên lai giao hàng
- Invoice: hóa đơn
- Debit note: giấy báo nợ
- Credit note: giấy báo có
- Statement of account: hóa đơn tổng quát

ADVICE OF DISPATCH

What is usually in an advice of dispatch?	**Opening** **Central section:** 1. The order has now been completed 2. It is awaiting loading or has been shipped? When? Where? When to arrive? Where to arrive? 3. Packing done as instructed? 4. Any action taken related to documents and payment, e.g. open an account, letter of credit? 5. Any further information? **Closing**

DELAYS IN DELIVERY

Delays in delivery	**Keep your customer informed** **Central section**: State 1. What has happened 2. How it happened 3. What you are doing about it to put things right 4. When the delivery may be expected, if things get right

COUNTER OFFERS

Counter offers	**Seller's counter-offer**: When a seller cannot meet an order for some reasons, possible reactions are 1. Send a substitute by buyer's consent 2. **Make a counter-offer**, e.g. negotiating or bargaining terms 3. Regretfully decline the order **N.B:** If you are making a counter-offer, by which you are sending substitutes, it might make better business sense to send them **"on approval"** and carriage charges both ways (if any) are on the seller.

REFUSING AN ORDER

Refusing an order

Whatever your reasons are, you **MUST** be polite.

Don't use words such as *reject or refuse*, **use something with less negative tone** like *decline or turn down*.

Central section: One or more of reasons as follow

1. Out of stock (any alternative product?)
2. Bad reputation, e.g. settling their accounts (suggest terms to be accepted or say *No* in a diplomatic way)
3. Unfavorable terms (What are favorable or acceptable?)
4. Size of order (What is not too large or not too small?)

N.B: A NO for future business is one with information, e.g. **acceptable alternatives**

INDENTS

Indents

What is an indent?

It is NOT an order for goods.

It IS an order to the agent to buy the goods or receive goods from various manufacturers orders have been made with, and whether to include them in the same consignment with those to be bought.

When does an indent arise?

Orders are placed through commission agents or commission houses. **An indent** gives details of the goods required, price, packing and shipping instructions, method of payment, etc., i.e. **everything telling the agent what the buyer wants**.

N.B: If it states the supplier, it is **"closed" or "specific"**. If not, it is **"open"** and therefore the agent choose which to order from.

CLASS 12 – 13: TRANSPORTATION

What do business correspondence has to do with this?

(especially letter writing)

Shipping (by sea)

1. Request for freight rates and sailings
2. Bill of Lading
3. Instruction to a forwarding agent
4. Forwarding agent's enquiry for freight rates
5. Confirmation of shipment
6. Advice of shipment
7. Delay in arrival of shipment
8. Replies

What do business correspondence has to do with this?

(especially letter writing)

Container services

1. Enquiry to a container company
2. Container company's reply
3. Certificate of origin
4. Enquiry for a time charter
5. Enquiry for a voyage charter
6. Shipbroker's replies
7. General charter

Sailings: lịch tàu

What is the main form of transportation document?	**1. Road, rail and air** i. Road and rail: **Consignment note** ii. Air: **Airway bill** They are receipts, NOT document of title = NON-negotiable **2. Shipping** (e.g bulk carriers, tankers, container vessels, etc. from shipping companies or chartered via brokers) **Bill of lading** It can be a document of title. It may be *clean or claused*. (Goods on board in good conditions?) **3. Container services**: Container companies usually use **Container waybill** or **multimodal bills of lading**

Consignment note = Airway bill = B/L

Bulk carrier: tàu chở hàng rời

Tanker: xe bồn (xăng, dầu)

Charter: thuê

CLASS 17 – 18: REPLIES TO COMPLAINTS

1. On September 7, we placed an order with your firm for 12,000 pairs of sneakers. The consignment arrived yesterday but contained only 1,2000 pairs.
2. You sent us an invoice for $10,532, but did not deduct our usual 10% discount.
3. We have found 16 spelling mistakes and 2 mis-labelled diagrams in the sample book.
4. This error put our firm in a difficult position, as we had to make urgent purchases to fulfill our commitments to our customers, causing us significant inconvenience.
5. We would like you to replace the defective cabinet with another of the same quality and finish as the sample and arrange for the return of the faulty unit at no additional cost.
6. If the outstanding fees are not paid by Tuesday, September 25, you will incur a 10% late payment fee.
7. Some scratched items are unsellable event at a discounted price. Please let us know whether you prefer us to return them or hold them for inspection.
8. We will have the replacement delivered at once by air at your expense.
9. We will hold the consignment at your disposal or return it to you at your expense.
10. Enclosed is my watch, a copy of the sales receipt showing the date of purchase at your warranty, which guarantees material and workmanship for one year.
11. There seems to be a misunderstanding regarding the discount termss. The discount should be deducted from the net price, not the CIF price.
12. We are willing to keep these unsuitable items, but only at a significantly reduced price.
13. We are disappointed to find that the quality of the goods supplied is not equivalent to that of the same products sent to us.
14. Two cartons in the shipment were found to be damaged upon arrival. We have noted this on the receipt.
15. You charge me $62 for the delivery of paintbrushers under invoice No. Y1162, but I never ordered or received them. Could you please check your shipping records?
16. The tennis dress I purchased from your sportswear collection shrank by three inches after hand washing. I will return it to your store and request a credit of $30.95 to my account.
17. Today, I received a silver bracelet under invoice No. 75329 instead of the gold one listed in my order dated May 25. Enclosed is a copy of the order for reference.
18. We have enclosed herewith a list of damaged and missing items, and the shipment will be held pending your instructions.

19. The wooden crates were severly damaged on the outside, appearing as if they had been roughly handled during loading.
20. We have found that 10 T-shirts are torn and 5 short-sleeve shirts are stained, with a total value up to $500.